

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in St. Croix County, WI (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$3,330,942		\$3,098,910		\$6,429,852

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	77		71		148
Household Income Paid to Residents	\$1,701,000		\$921,000		\$2,622,000
Revenue Generated to <u>Local</u> Government	\$65,000		\$67,000		\$132,000
Revenue Generated to <u>State</u> Government	\$135,000		\$140,000		\$275,000

Event-Related Spending by Arts and Culture Audiences Totaled \$3.1 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Attendees
Total Attendance to Arts and Culture Events	99,530		94,259		193,789
Percentage of Total Attendance	51		49		100
Average Event-Related Spending Per Person	\$13.35		\$18.78		\$15.99
Total Event-Related Expenditures	\$1,328,725		\$1,770,185		\$3,098,910

Nonprofit Arts and Culture Event Attendees Spend an Average of \$15.99 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$7.17	\$8.74	\$7.94
Souvenirs and Gifts	\$3.22	\$3.01	\$3.12
Ground Transportation	\$0.88	\$1.12	\$1.00
Overnight Lodging (one night only)	\$0.66	\$5.10	\$2.82
Other/Miscellaneous	\$1.42	\$0.81	\$1.11
Average Event-Related Spending Per Person	\$13.35	\$18.78	\$15.99

* Residents are attendees who reside within the county in which the nonprofit arts and culture event took place; non-residents live outside the county.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in St. Croix County*. For more information about this study or about other cultural initiatives in St. Croix County, visit the St. Croix Valley COMMUNITY Foundation's web site at www.sevcf.org.

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